



**Pond, Robert**

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**To:** Ali, S. Jafar

**Subject:** RE: CONFIDENTIAL: 09/821,040

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**From:** Ali, S. Jafar [mailto:syed.ali@pillsburylaw.com]

**Sent:** Thursday, August 20, 2009 1:14 PM

**To:** Pond, Robert

**Subject:** RE: CONFIDENTIAL: 09/821,040

**Importance:** High

Dear Examiner Pond,

Please find attached a Word document containing a Supplemental Proposed Amendment that addresses the issues we discussed on Tuesday, August 18th. For your convenience, please note that the proposed amendments to the independent claims clarify features relating to tangible hardware elements and the manner in which the credit card issuer creates anonymous transaction numbers.

In particular, regarding the features clarifying the tangible hardware elements, the proposed amendments to the independent claims include features relating to a network connection that links a computer to a credit card issuer (e.g., as described in the Specification at least on page 8, lines 7-13). Additionally, the proposed amendments to the system recited in independent claim 6 include features relating to a storage device that contains information corresponding to a user's real credit card account (e.g., as described in the Specification at least on page 4, lines 8-19 and page 8, lines 14-25).

Regarding the features clarifying the the manner in which the credit card issuer creates anonymous transaction numbers, the proposed amendments to the independent claims are modeled after the language in the Specification at least on page 5, lines 3-10.

You are hereby authorized to enter the attached Supplemental Proposed Amendment for purposes of placing the above-identified patent application in condition for allowance. Thanks again for your assistance and cooperation in moving this application towards allowance. If you require any additional information from us or otherwise wish to discuss the matter further, please do not hesitate to contact us.

Best regards,

**S. Jafar Ali** | Pillsbury Winthrop Shaw Pittman LLP

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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

APPLICANTS : Kelly SONDEREGGER et al.      CONFIRMATION No. : 5143  
SERIAL NUMBER : 09/821,040      EXAMINER : Robert M. Pond  
FILING DATE : March 30, 2001      ART UNIT : 3625  
FOR : ANONYMOUS SHOPPING TRANSACTIONS ON A NETWORK THROUGH  
INFORMATION BROKER SERVICES

**SUPPLEMENTAL PROPOSED AMENDMENT**

**Mail Stop Amendment**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

Further to the telephonic discussion with the Examiner on **August 18, 2009**, the Examiner is hereby authorized to amend the above-identified application as follows:

**Amendments to the Claims** begin on page **2** of this paper.

**Remarks/Arguments** begin on page **5** of this paper.

It is not believed that extensions of time or fees for net addition of claims are required beyond those that may otherwise be provided for in documents accompanying this paper. However, if additional extensions of time are necessary to prevent abandonment of this application, then such extensions of time are hereby petitioned for under 37 C.F.R. § 1.136(a), and any fees required therefore (including fees for net addition of claims) are hereby authorized to be charged to our Deposit Account No. 033975 (**Ref. No. 062070-0311750**).

## PROPOSED AMENDMENT

**Proposed Claim Amendments:** The Examiner is hereby authorized to replace all prior versions and listings of claims with the following proposed listing of claims.

### PROPOSED LISTING OF CLAIMS

1. (**Proposed Amended**) A method for initiating anonymous on-line transactions, the method comprising:

displaying an anonymous shopping toolbar in a browser on a computer, the anonymous shopping toolbar associated with a credit card issuer and providing a user with an anonymous credit card option for the user to anonymously initiate an on-line transaction;

communicating, ~~to the credit card issuer~~, a request for an anonymous credit card to the credit card issuer over a network connection that links the computer to the credit card issuer, the request communicated in response to the user selecting the anonymous credit card option; and

receiving the anonymous credit card from the credit card issuer over the network connection that links the computer to the credit card issuer, the anonymous credit card having an anonymous transaction number that includes functions as a credit card number and an expiration date based on a month and a year in which the on-line transaction occurs, whereby the credit card issuer can issue about one trillion unique anonymous transaction numbers per month, wherein the user can anonymously initiate the on-line transaction using the anonymous credit card, and wherein the credit card issuer links the anonymous transaction number to the user's real credit card account, and wherein the credit card issuer uses one or more numbers from a first four numbers of the user's real credit card account in the anonymous transaction number in response to the one trillion unique anonymous transaction numbers having been issued in the month in which the on-line transaction occurs,

whereby the credit card issuer can issue an additional one trillion unique anonymous transaction numbers.

2. **(Previously Presented)** The method of claim 1, the anonymous credit card available for a single use and having a purchase limit based on an amount of the on-line transaction.

3. **(Previously Presented)** The method of claim 1, the anonymous credit card further including an alias that substitutes for the user's real name.

4-5. **(Cancelled)**

6. **(Proposed Amended)** A system for initiating anonymous on-line transactions, the system comprising:

a graphical user interface that displays an anonymous shopping toolbar in a browser on a computer; the anonymous shopping toolbar associated with a credit card issuer and providing a user with an anonymous credit card option for the user to anonymously initiate an on-line transaction;

a network connection that links the computer to the credit issuer, wherein the computer communicates ~~communications module operable to communicate, to the credit card issuer, a request for an~~ anonymous credit card ~~[[,]] to the credit card issuer over the network connection request communicated~~ in response to the user selecting the anonymous credit card option ~~[[,]] and receives a receiving module operable to receive the anonymous credit card from the credit card issuer over the network connection, the anonymous credit card having an anonymous transaction number that includes functions as a credit card number and an expiration date based on a month and a year in which the on-line transaction occurs, whereby the credit card~~

issuer can issue about one trillion unique anonymous transaction numbers per month, and wherein the user can anonymously initiate the on-line transaction using the anonymous credit card[[,]]; and

~~a storage device that stores information corresponding wherein the credit card issuer links the anonymous transaction number to the user's real credit card account, wherein the credit card issuer links the anonymous transaction number to the user's credit card account, and wherein the credit card issuer uses one or more numbers from a first four numbers of the user's real credit card account in the anonymous transaction number in response to the one trillion unique anonymous transaction numbers having been issued in the month in which the on-line transaction occurs, whereby the credit card issuer can issue an additional one trillion unique anonymous transaction numbers.~~

7. **(Previously Presented)** The system of claim 6, the anonymous credit card available for a single use and having a purchase limit based on an amount of the on-line transaction.

8. **(Previously Presented)** The system of claim 6, the anonymous credit card further including an alias that substitutes for the user's real name.

9-23. **(Cancelled)**

24. **(Previously Presented)** The method of claim 2, wherein the request communicated to the credit card issuer includes the amount of the on-line transaction, information associated with the user's real credit card account, and an alias to be substituted for the user's real name.

25-28. **(Cancelled)**

## **REMARKS**

Upon entry of the foregoing Proposed Amendment, claims 1-3, 6-8, and 24 would be pending in the application. Claims 1 and 6 would be amended. Claims 4, 9, 21-22, and 25-28 would be cancelled. No claims would be newly added. Applicants believe that this Proposed Amendment would not add new matter. In view of the foregoing Proposed Amendment and the following Remarks, allowance of all the pending claims is requested.

### **EXAMINER INTERVIEW**

In a telephonic discussion with the Examiner on August 18, 2009, the Examiner proposed amending the claims as indicated above to place the application in condition for allowance. As such, the Examiner is hereby authorized to enter the foregoing Proposed Amendment for the sole purpose of placing the application in condition for allowance. Notice to that effect is respectfully requested.

If the Examiner believes, for any reason, that personal communication will expedite prosecution of this application, the Examiner is invited to telephone the undersigned at the number provided.

Date : **August 20, 2009**

Respectfully submitted,



By:

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